

BUSINESS MARKETING CONCENTRATION



BCCC
Baltimore City Community College

Associate of Science Degree

Business Program students

have the option to concentrate in Business Marketing or Business Management. Students in the Business Marketing Concentration learn:

- How to deliver value and satisfaction to customers
- Conduct market research and use information for fast, accurate decisions to get the competitive edge
- How to actively listen, an important communication skill
- Practice and apply critical thinking, creative thinking, innovative techniques, and brand management to promote customer relationships and long-term success
- Use cultural diversity, ethical and social responsibility to improve relationships with customers and the community

Endless Career Options

Graduates qualify for transfer into a bachelor's degree program and are prepared to work in entry level-level trainee positions in business, industry, government, and non-profit organizations.

LEARN MORE AT
bccc.edu/businessmarketing



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BCCC'S ADVANTAGE
CAREER OPTIONS

- Brand Manager
 - Marketing Analyst
 - Marketing Director
 - Marketing Manager
 - Marketing Specialist
 - Product Manager
 - Social Media Coordinator
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- Small class size
 - Virtual & remote learning
 - Majority of graduates transfer to a bachelor's degree program or find job placements

APPLY TODAY

bccc.edu/apply

SUGGESTED SEQUENCE OF COURSES

	Credits	Course No.
Program Prerequisites		
Intensive Program Writing	4	RENG 90
Composition Skills I	4	RENG 91
Composition Skills II	4	RENG 92
Arithmetic	3	MAT 80
Integrated Pre-Algebra & Intro Algebra	5	MAT 86
Integrated Elem. & Intermed. Algebra	5	MAT 87
1st Semester		
Prep. for Academic Achievement	1	PRE 100
Introduction to Business	3	BUAD 100
Computers for Business Management	3	BUAD 112
English Writing	3	ENG 101
Health & Life Fitness	1	HLF ELEC
Fund. of Speech Communications	3	SP 101
2nd Semester		
Principles of Supervision	3	MGMT 102
Small Business Management	3	MGMT 107
Modern Elementary Statistics	3	MAT 107
Gen. Ed. Req.:		
Social & Behavioral Sciences	3	SBS ELEC
Gen. Ed. Req.: Arts & Humanities	3	AH ELEC
3rd Semester		
Principles of Financial Acctg.	3	ACCT 221
Business Law	3	BUAD 207
Principles of Management	3	MGMT 222
Marketing	3	MKTG 223
Biological & Physical Sciences	3	BPS ELEC
4th Semester		
Principles of Managerial Accounting	3	ACCT 222
The American Economy I: Macroeconomic Theory	3	ECO 201
Retailing	3	MKTG 210
Advertising	3	MKTG 211
Principles of Selling	3	MKTG 212